



CITY COUNCIL

AGENDA REQUEST

AGENDA OF:	11-16-10	AGENDA REQUEST NO:	III-I
INITIATED BY:	PATRICK WALSH, P.E. TRANSPORTATION DIRECTOR <i>PWW</i>	RESPONSIBLE DEPARTMENT:	TRANSPORTATION
PRESENTED BY:	PATRICK WALSH, P.E. TRANSPORTATION DIRECTOR	DEPARTMENT HEAD:	JIM CALLAWAY, <i>Jim Callaway</i> COMMUNITY DEVELOPMENT
		ADDITIONAL DEPARTMENT HEAD (S):	N/A
SUBJECT / PROCEEDING:	ANNUAL FUNDING SUPPORT FOR FORT BEND COUNTY TRANSIT SERVICES		
EXHIBITS:	RIDERSHIP STATISTICS FUNDING REQUEST LETTER		
CLEARANCES		APPROVAL	
LEGAL:	N/A	EXECUTIVE DIRECTOR:	JIM CALLAWAY, <i>Jim Callaway</i> COMMUNITY DEVELOPMENT
PURCHASING:	TODD REED PURCHASING MANAGER <i>P</i>	ASST. CITY MANAGER:	N/A
BUDGET:	BRYAN GUINN <i>BG</i> BUDGET MANAGER	CITY MANAGER:	ALLEN BOGARD <i>Allen Bogard</i>
BUDGET			
EXPENDITURE REQUIRED: \$		70,000.00	
AMOUNT BUDGETED/REALLOCATION: \$		70,000.00	
ADDITIONAL APPROPRIATION: \$		N/A	
RECOMMENDED ACTION			
Approve payment in the amount of \$70,000.00 for the City's annual contribution towards Fort Bend County's commuter and demand response transit services.			

EXECUTIVE SUMMARY

In September 2008, the City and Fort Bend County executed an Interlocal agreement in which the City agreed to pay Fort Bend County \$70,000 annually to support the County's transit services. The agreement automatically renews annually until terminated by either party. Consistent with the agreement, the City included \$70,000 in the City's FY11 budget. The City has now received a request from Fort Bend County for the funds (attached). Since the request is in line with the agreement and the City's annual budget, the Transportation Department recommends approval of the payment.

The funds support two transit services:

- Commuter park and ride service, including the "TREK Express" service to Greenway Plaza and the Galleria, as well as the new "Fort Bend Express" service to the Texas Medical Center; and
- Demand response service, which provides curb-to-curb service from and to anywhere in Fort Bend County. Trips cost \$1.00.

Statistics suggest that Sugar Land receives good value for its \$70,000 contribution:

- In 2009, the City's \$70,000 contribution represented 6% of the cost of the TREK Express service, with the remainder primarily funded either federally (60%), via fares (20%), or by Fort Bend County (10%);
- In a May 2008 survey, between 97% and 99% of TREK Express riders said they agreed or strongly agreed with four favorable statements regarding service quality, including on-time operation, safety, helpful and friendly drivers, and vehicle cleanliness;
- Based on the same May 2008 survey, approximately 50% of TREK Express riders live in Sugar Land;
- Two of the three Fort Bend County park & ride facilities are in the City of Sugar Land: the AMC Theater on Town Center Boulevard South and the University of Houston Sugar Land campus;
- For the period of September 1st, 2009 to August 30th, 2010, more demand response rides originated from Sugar Land than from any of 20 other communities in Fort Bend County. During this period, 13,842 demand response rides originated in Sugar Land (22% of all trips), followed by 12,405 from Rosenberg (20%), 10,534 from Missouri City (17%), 10,157 from Stafford (16%), and 7,876 from Richmond (13%).

Fort Bend County has made several improvements to its services this year:

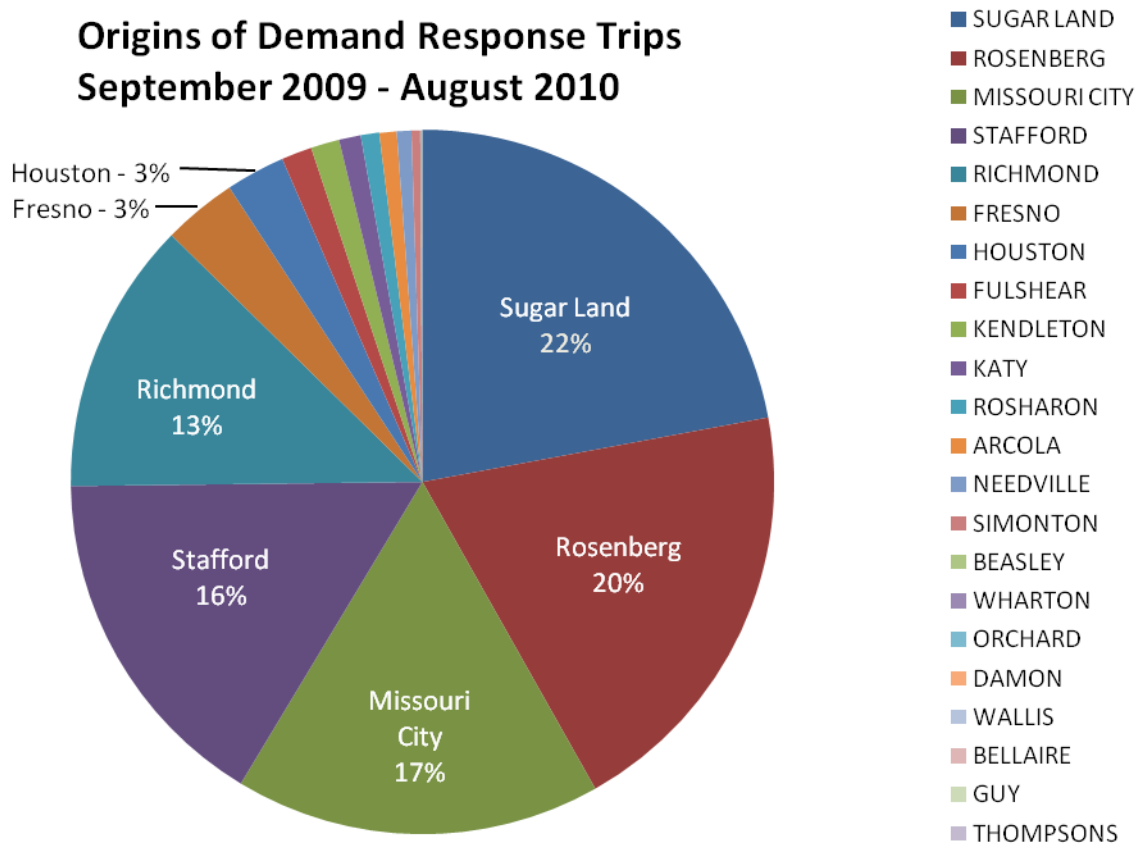
- The County re-started its Texas Medical Center (TMC) service in June 2010. Ridership has grown quickly, from 500 trips in June to 1,292 in September 2010;
- The County opened a new temporary park and ride facility at the Fort Bend County Fairgrounds in Rosenberg, with direct service to the Texas Medical Center and transfers to other TREK destinations via the AMC Theater facility. A permanent facility is expected to begin construction at the Fairgrounds in 2011;
- The Galleria commuter route was split into two shorter routes, providing more convenient and direct service and resulting in increased ridership.

EXHIBITS

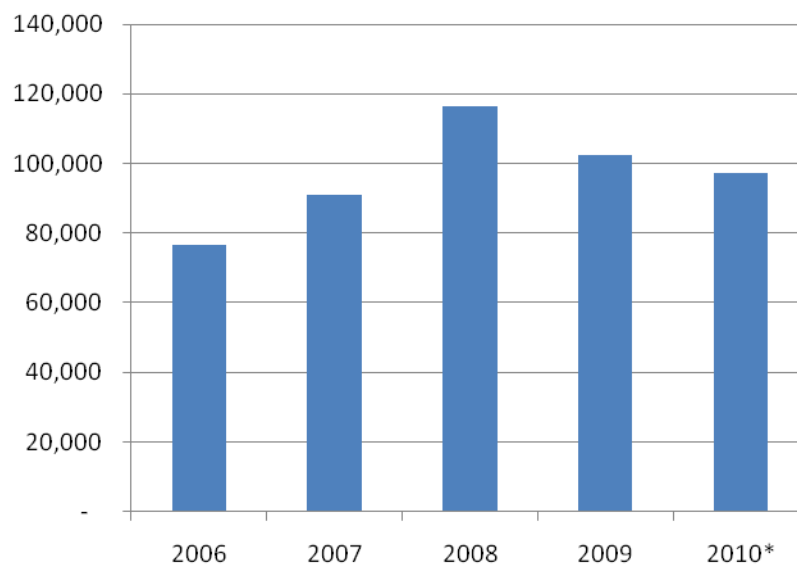
Ridership Statistics

Fort Bend County Public Transportation Department

Origins of Demand Response Trips September 2009 - August 2010



Annual TREK Express Ridership



* Projected based on data through Sept. 2010



**FORT BEND COUNTY
PUBLIC TRANSPORTATION DEPARTMENT**

PAULETTE SHELTON, CCTM
Director



18 October 2010

Mr. Patrick Walsh, PE
Transportation Director
Sugar Land City Hall
2700 Town Center Blvd. North
Sugar Land, TX 77479

Dear Mr. Walsh,

Fort Bend County Public Transportation continues to appreciate the support & assistance that the City of Sugar Land consistently extends to our organization, its goals and endeavors. As community partners, we have been able to reduce emissions in our city & county in addition to offering our residents ever-expanding, reliable & cost effective commute alternatives.

Our commuter services to Greenway Plaza & Galleria continue to grow each year. With the recent addition of a split route for the Galleria & a recently re-vamped marketing plan for these services, an increase in both community awareness & utilization of these services is certain.

The grand re-opening of our Texas Medical Center commuter service last summer was a smashing success. Requests for information as well as individual & bulk ticket sales have increased each month. With an innovative, multi-pronged marketing plan which is being finalized at this time, to be implemented in phases beginning this quarter - as well as the procurement of several brand-new buses specifically for the Medical Center service - we are confident that the popularity of our newest route will continue to increase. Based upon the success of these first few months, we will be searching for support from entities such as medical center hospitals & businesses as well as from our non-profit, transit & community partners to provide local match not only to sustain current services, but also to continuously expand and improve upon them.

As we embark upon the 2011 fiscal year, Fort Bend County Public Transportation respectfully requests \$70,000 local match from the City of Sugar Land. This amount reflects the same amount that the City has contributed each year since 2008, when our Interlocal Agreement was most recently renewed. An invoice is enclosed for your convenience.

As always, we at Fort Bend County Public Transportation enjoy working with the City of Sugar Land. We look forward to your continued partnership.

With best regards,

Paulette
Paulette Shelton
Director

PS/rm
cc: Allen Bogard (ltr)
Dale Rudick (inv)